

The Cultural Competency Organizational Assessment-360 (COA360)

A tool for assessing cultural competency of
Healthcare Organizations

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A New American Revolution

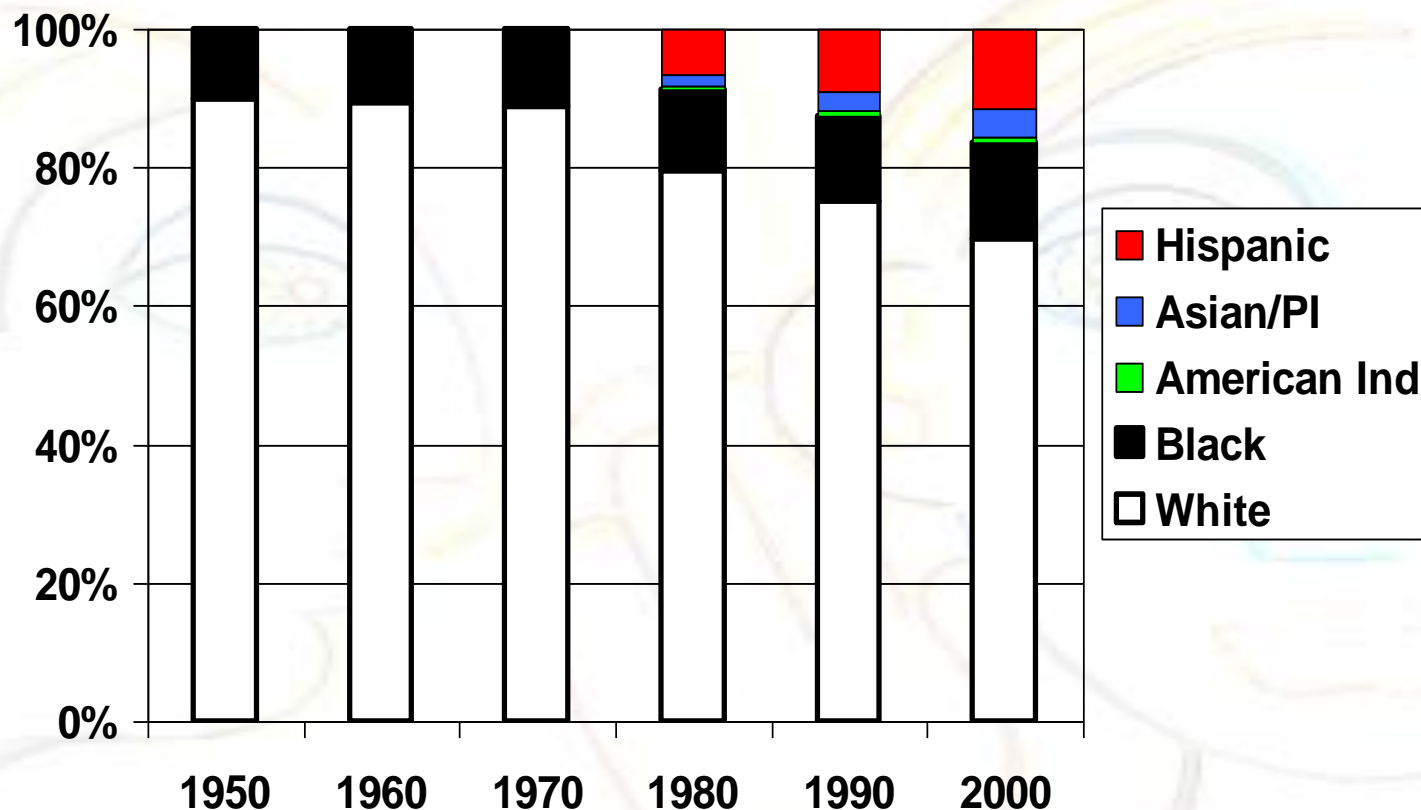
The Ethnic Demographic Transition

“Exploration and Intervention for Health Equality...”



*Hopkins Center for
Health Disparities Solutions*

Percentage Resident Population by race/ethnicity, U.S. 1950-2000



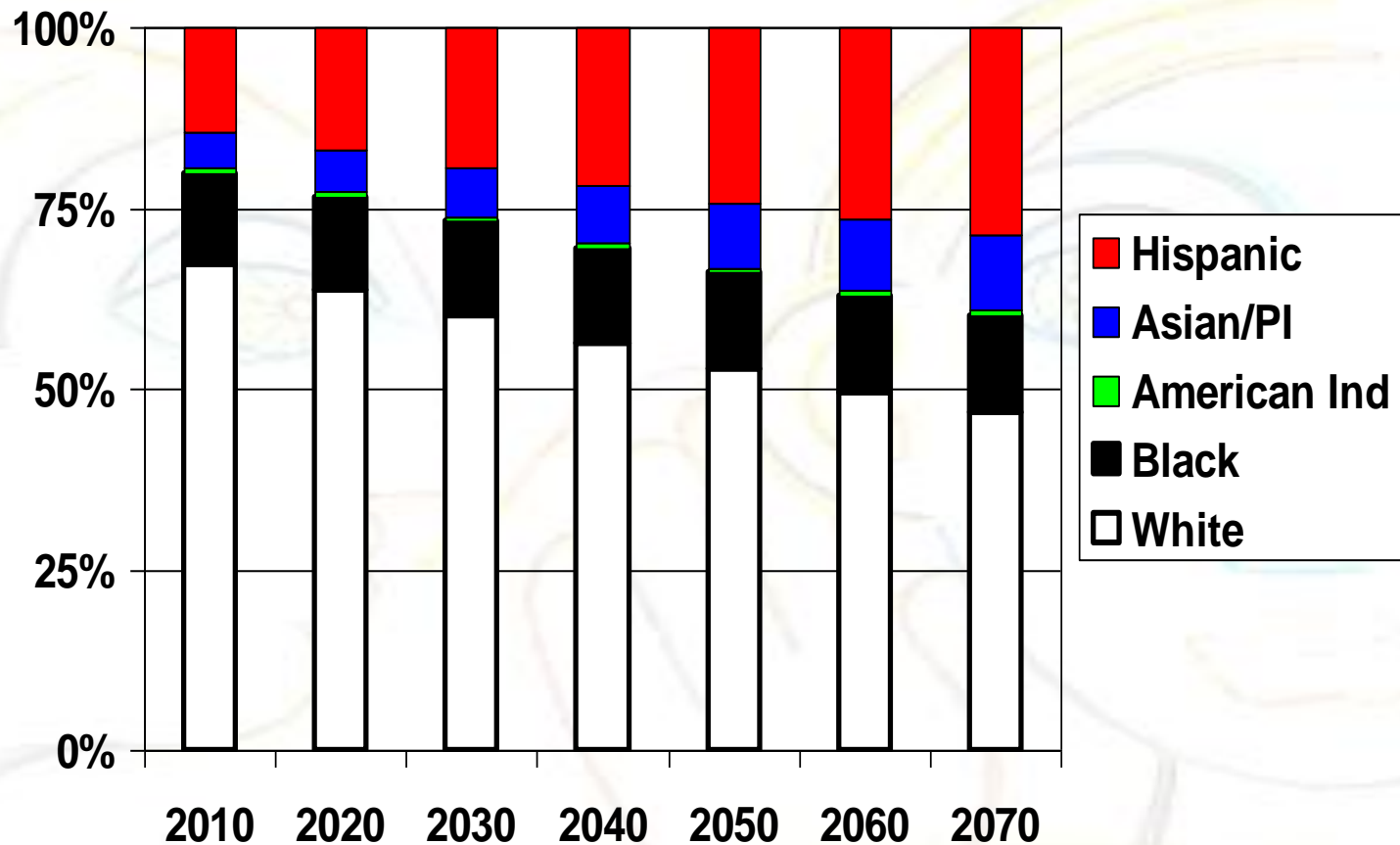
Source: National Center for Health Statistics (2002)

“Exploration and Intervention for Health Equality...”



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Projected Percentage Resident Population by race/ethnicity, U.S. 2010-2070



Source: U.S. Bureau of the Census: (NP-T5) Projections of the Resident Population by Race, Hispanic Origin, and Nativity: Middle Series, 1999 to 2100



Producing the Minority-Majority

- Immigration
- US Native population fertility-rate declining
- Foreign-born greater fertility-rate than US-born
- Foreign-born population greater percentage in child-bearing ages
- Foreign-born population younger age at first birth



Influence on Health Care Quality

- Distrust between patient and provider
- Complicate patient/provider communication
- New/different family dynamics
- Incompatibility of explanatory models: spirituality, customs, practices
- Consequence: Reduced quality of care



Influence on Health Care Costs

- Increased length of medical encounter
- Fewer patients seen
- Healthcare organization devote more resources to ancillary services
- Healthcare providers spend more time with activities that are not reimbursable
- Increased liability risk
- Consequence: Increased cost and reduced profitability



Regulatory Environment

- ❑ **Title VI Office of Civil Rights Acts-1984:** bans discrimination on the basis of national origin (2000- Policy Guidance published on Federal Register)
- ❑ **Executive Order 13166:** requires federal agencies and organizations that receive federal funding to provide translators to LEP individuals (2001)
- ❑ **Office of Minority:** The following 14 for culturally and linguistically appropriate services (CLAS) (2007)
- ❑ **Joint Commission (formally Joint Commission on Accredited Hospital Organization (JCAHO):** in the process of establishing new standards for hospital accreditation.



Regulatory Changes

- ☐ **Medicaid:** Medicaid regulations require Medicaid providers and participating agencies to render culturally and linguistically appropriate services
- ☐ **Medicare:** the Federal program encourages providers to make bilingual services available to patients wherever the services are necessary to adequately service multilingual population
- ☐ **Emergency Medical Treatment and Active Labor Act (EMTALA):** requires hospitals that participates in the Medicare program that emergency departments to treat all patients without regard to their ability to pay. Hospitals that fail to provide language assistance to LEP persons are potentially liable to federal authorities for civil penalties as well as relief to the extent deemed appropriate by a court. (1986)



Cultural Competency

- **First Generation of Cultural Competency: Stereotyping**
- **Lack of Scientific Rigor**
- **Limitations of Methods for Measurement**



COA360 Validation Study

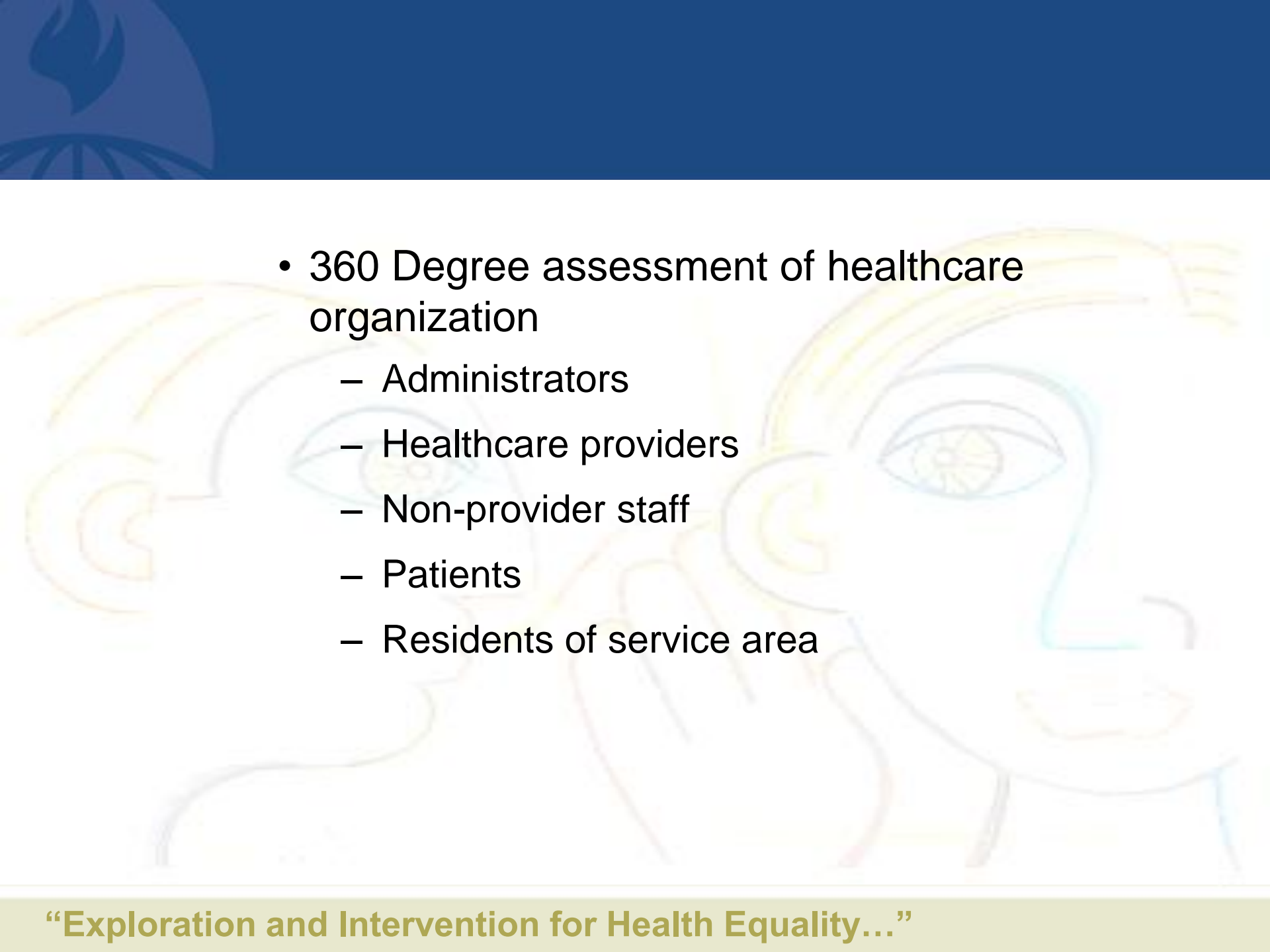
- Searched PubMed 2002-2005
- Keyword “Cultural Competence”
- 212 Authors
- Asked to evaluate 4 of 14 standards
 - Rate each item on 1-5 scale
 - Provide overall rating of each standard
- Goal: average score of 4 or better for each item

Source: LaVeist TA, Relosa R, Sawaya N. (2008) “The COA360: a tool for assessing cultural competency of Healthcare Organizations” Journal of Healthcare Management 53:4 July/August



Mean Validity Rating Summary for Each Item of Each standard and overall validity rating

CLAS Standard	COA360 Item 1	COA360 Item 2	COA360 Item 3	COA360 Item 4	COA360 Item 5	COA360 Item 6	COA360 Item 7	COA360 Item 8	COA360 Item 9	Overall
1	4.07	4.21	4.21	4.29	4.21	4.07	3.93	4.21	4.00	4.13
2	4.36	4.36	4.14	4.43	4.36	4.50				4.36
3	4.67	4.56	4.78	4.33	4.44	4.78	4.78			4.62
4	4.40	4.40	4.50	4.40	4.30	4.30	4.30	4.30	4.30	4.36
5	4.64	4.64	4.71							4.67
6	4.67	4.75	4.67	4.83	4.67	4.67	4.67	4.67		4.70
7	4.88	4.75	4.75	4.75						4.78
8	4.44	4.78	4.78							4.67
9	4.73	4.73	4.82	4.64						4.73
10	4.78	5.00	4.89	4.78	4.78					4.84
11	4.62	4.54	4.08							4.41
12	4.38	4.25	4.38	4.50	4.13	4.50				4.35
13	4.50	4.38	4.38	4.38	4.50	4.50	4.50	4.38	4.50	4.44
14	4.73	4.91	4.73							4.79

- 
- 360 Degree assessment of healthcare organization
 - Administrators
 - Healthcare providers
 - Non-provider staff
 - Patients
 - Residents of service area

COA360

- Web-based tool
- Assessment of healthcare organizations NOT individuals
- Identifies strengths and areas for improvement
- Suitable for large or small health systems
- Adaptable to unique configuration of diversity in the service area, race, ethnicity, language, or religion
- Based on CLAS Standards and Joint Commission Standards
- Undergone rigorous validation study



COA360

Questionnaire	# of Questions	# of persons to complete Questionnaire
Factuals – Basic statistic data, to be completed by the healthcare organization administration.	113	1
Administrators – Questionnaire completed by representative of the healthcare organization	85	1
Clinical Staff – Questionnaire to be completed by clinic staff of the healthcare organization (i.e., physicians, nurse, physician's assistant, etc.)	73	3-8
Non-clinical staff – Questionnaire to be completed by staff of the healthcare organization who are not involved in direct patient care.	73	3-8
Patients and Families – Questionnaire to be completed by patients of the healthcare organization or their family members.	20	3-8
Community Residents – (Optional questionnaire) to be completed by residents of the healthcare organization's service area that have not used the facility in the past two years.	7	250

Cultural Competency Organizational Assessment

COA360°



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What is the COA360°?

The COA360° is a multidimensional [cultural competency](#) tool that evaluates the readiness of a healthcare organization, or unit within an organization, to meet the needs of a rapidly diversifying U.S. population. Developed and scientifically validated by Johns Hopkins researchers, its advantage is that it provides a "360-degree view" of the institution from the perspective of its administrators, healthcare providers, non-provider staff, and patients, rather than focusing on a single health care provider, as is the case with most cultural competency tools available today.

[...read more](#)

Why is the COA360° important?

By midcentury non-Hispanic whites are projected to become a numerical minority in the U.S. This rapid increase in the ethnic and linguistic diversity is having major implications for the healthcare industry. This includes: reducing profitability, lengthening medical encounters, spending more time on non-reimbursable activities, degrading quality of care and increasing liability exposure. As services area becomes more diverse healthcare organizations must evolve to maintain market share. And as providing culturally and linguistically competent care has become recognized by regulatory bodies, it has become necessary to document the organization's



Take A Test Drive

See if you can benefit from the full COA360°

TRY THE FREE COA MINI

Why you should have a "COA"

- To document adherence to Joint Commission standards for caring for culturally diverse patients
- To gain a competitive advantage as a care provider to ethnically diverse patient populations
- To learn how to best allocate resources for language services
- To determine where to improve services for culturally and linguistically diverse patients
- To promote communication between patients and healthcare providers

Cultural Competency Organizational Assessment

COA360°

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How to get a "COA" for your organization

Step 1

Initiate an online "COA" assessment.

[Let us know you're interested!](#)

Step 2

Designate a point of contact for your organizational unit.

The Point of Contact is the person in your organization that will be the primary contact with the COA360° online system. This person will identify the other members of your staff that will participate in the assessment and the COA360° system will communicate with the point of contact via email. The point of contact should be someone who can provide timely responses and who can access the other members of your staff who are completing the COA360° assessment.

Step 3

Your point of contact identifies participants in the online "COA" assessment.

The assessment involves the following: (1) one person (often the point of contact) who will complete a questionnaire of factual data about the characteristics of the organization; (2) one person who will complete a set of questions that comprise the "official" response for the organization (usually a member of the management team); (3) the clinical staff questionnaire is completed by healthcare providers such as physicians, nurses, and other staff who are involved in direct patient care. The COA360° requires a minimum of 3 clinical staff members, but there is no maximum; (4) non-clinical staff questionnaire is complete by staff members that are not directly involved in patient care. The COA360° requires a minimum of 3 nonclinical staff members, but there is no maximum; and (5) an optional questionnaire for 25 or more former patients (patient email addresses are required).

Step 4

Participants complete the online "COA" assessment.

You will have up to 45 days to complete the assessment.

Step 5

Receive your COA report.

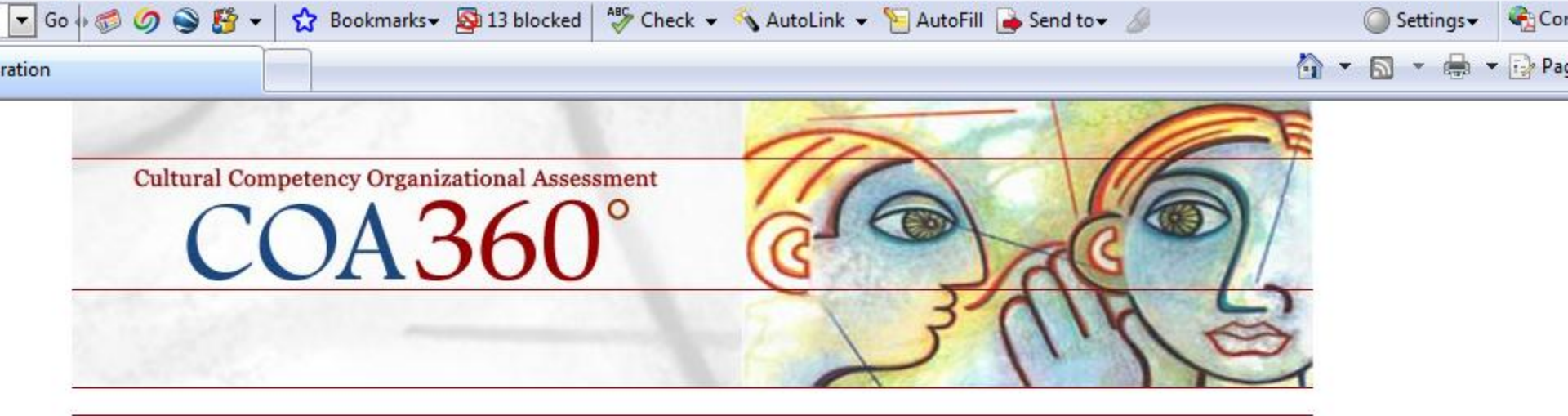
After the assessment is complete, your COA360° report will be available via the COA360° online system in a printer friendly format.

Step 6

Consulting Services.

Our staff will help you to interpret the results of the COA360° report and work with you to develop a set of interventions to help you respond to the results of the "COA" assessment.





Welcome to the COA360 Mini

The COA360-Mini is an abridged version of the COA360 that will give you a quick and rudimentary assessment of your organization. Like the COA360, this tool is designed to assess how healthcare organizations manage issues related to cross-cultural interactions and the provision of health services to those with limited English proficiency. Once completed, it is highly recommended to follow up with a full, comprehensive assessment using the COA360.

Fields marked with an asterisk are required.

* First Name:	<input type="text" value="Thomas"/>
* Last Name:	<input type="text" value="Laveist"/>
* Email:	<input type="text" value="thomas@laveist.com"/>
Phone:	<input type="text"/>
* Organization:	<input type="text" value="Test Organization"/>
	<input type="button" value="Create User"/>

Tools Help

Go [Icons] Bookmarks 13 blocked Check AutoLink AutoFill Send to Settings

14). Does your healthcare organization collect epidemiological and clinical outcome data for racial and ethnic groups in the service area and become informed about the ethnic/cultural needs, resources, and assets of the surrounding community?

☐ No

☐ Yes, but not regularly

☐ Yes, regularly

15). Does your healthcare organization undertake organizational self-assessments of cultural and linguistic competence and integrate measures of access, satisfaction, quality and outcomes into other organizational internal audits and performance improvement programs?

☐ Does not consider CLAS (Culturally and Linguistically Appropriate Services) Standards

☐ Takes self assessment but does not consider CLAS Standards

☐ Takes self assessment of cultural components and integrates into performance programs

16). Does your healthcare organization have procedures to address cross cultural ethical and legal conflicts in health care delivery and complaints or grievances by patients and staff about the following: unfair, culturally insensitive or discriminatory treatment; difficulty in accessing services; or denial of services?

☐ Has no such procedures

☐ Has procedures but they do not address all of these items

☐ Has procedures that address all of these items

17). Does your healthcare organization prepare an annual progress report documenting the organization's progress providing culturally and linguistically appropriate healthcare?

☐ Don't know


☐ No

☐ Yes

Save & Close

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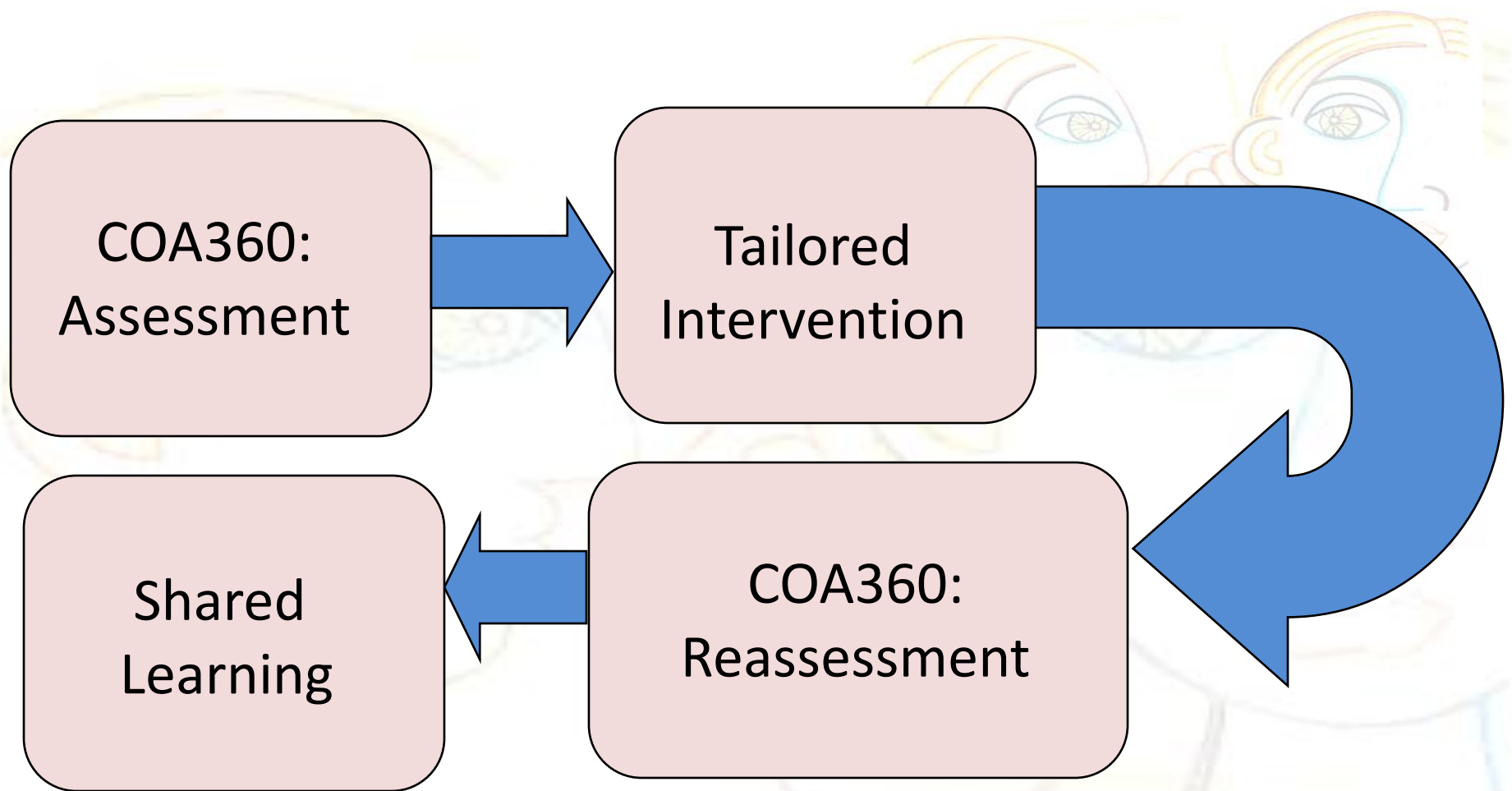
VAIO Service Utility Disparities and Qual... Innovations COA360 - Home - ... COA360 - Survey - ...



Cultural Competency Organizational Assess – 360 COA360

**WINNER, INNOVATION AWARD – NATIONAL
CENTER ON MINORITY HEALTH AND HEALTH
DISPARITIES (NCMHD) - 2008**

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CulturalCompetency.Org



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